

# #CleanHartford

## Make it Happen.

City of Hartford  
Litter Cleanup Guide for Organizers





# Litter Cleanup Guide for Organizers

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## Cleanup Key Contacts

A Volunteer Work Form must be submitted to DPW for any work on City owned property and to the Board of Ed for any work on school property. It is located at the end of this guide. For help with any of the following city services as they pertain to your community cleanup:

**Pre-Arrange Trash Collection:** Make trash collection arrangements for neighborhood cleanups at least *1* week in advance or as soon as the date of the cleanup is confirmed.

- For the Parks contact Tom Baptist, Thomas.Baptist@hartford.gov, 860-757-
- For neighborhoods and streets contact, 860-757-9311
- For Schools contact Claudio Bazzano, Executive Director of Facilities Hartford Public Schools, bazzc001@hartfordschools.org, 860-695-3233. Individual schools are the champions of “beautification” efforts. The school administrators and their Community partners devise a plan. They review with Mr. Bazzano what they plan to do and when to get approval.
- Properly Place Bagged Trash: Collected trash should be placed in locations as prearranged with the City. Typically, bags should be placed on the nearest block corner by the curb.
- *Post Cleanup Tip:* After volunteers have completed the cleanup, follow the entire route to look for bagged trash left in undesignated areas.

## Illegal Dumping

- **Report Illegal Dumpsites:** Illegal dumping is the most common environmental crime. Report illegal dumpsites by calling 3-1-1 or using the Hartford 311 app. Try to include photos.

## Cleanup Supplies

Knox Inc receives funding from The Hartford to provide cleanup tools and supplies. Go to Downloadable Form, <https://www.knohartford.org/wp-content/uploads/2018/03/HCU-2018-registration-form.pdf>. A copy of the form is at the end of this document. Return completed form to Nicola Allen, nicolaa@knohartford.org. Fax #: (860) 951-7244. Or complete the form online, <https://www.knohartford.org/volunteer/register-for-hartford-clean-up/>.

## **SAFETY TIPS FOR CLEANUP VOLUNTEERS FAQ**

- Wear gloves and thick-soled, closed shoes
- Wear long pants and long-sleeved shirts
- Wear safety vests or bright colors for roadside cleanups
- Wear sunscreen and bug repellent
- Drink plenty of fluids and keep “quick energy foods” on hand
- Be aware of your surroundings and the potential hazards associated with them (e.g. passing cars, hazardous tree branches, poison ivy, etc.)
- Use the “buddy system” and work in teams of two or three to maximize safety
- Wash hands with soap after the cleanup
- Bag litter according to directions and place in designated locations
- Remember to take breaks when needed
- Don't pick up hazardous materials such as hypodermic needles, sharp objects, old car batteries, condoms, animal carcasses or other unidentified, questionable objects. Request assistance.
- Don't overstuff bags
- Don't bring pets to events, as they may distract participants or even detract from the cleanup
- Don't attempt to move large, heavy objects. Report illegal dumping, graffiti, tires and bulky items to the event coordinators.
- Have fun

# PLANNING WORKSHEET – ORGANIZING THE VOLUNTEERS

## 1 – Volunteer Assignments

Volunteers can make any event a great success. Once you know the details about your event, consider the many ways in which you can employ volunteers. Below are examples of typical tasks for volunteers during a cleanup. Check the ones that apply to your event and estimate the number of volunteers you will need for each task. Add other volunteer tasks if needed.

### Zone Coordinators

If you are organizing a really large cleanup that encompasses several neighborhoods/parks/areas it is helpful to divide up the cleanup area into zones and assign one person to coordinate each zone. This person has the same responsibilities for his or her zone as the overall coordinator and zone coordinators communicate with the overall coordinator.

# Volunteers	Task
	Coordinate all activities and volunteers in designated zones and communicate with lead coordinator of the entire cleanup

### Set-up Volunteers:

Set-up volunteers deliver all supplies and make the cleanup site ready for everyone else. Allow enough time for set-up before other volunteers arrive.

# Volunteers	Task
	Deliver and set up check-in tables, chairs, tents, supply storage areas
	Deliver and set up table supplies including sign-in sheets, pens, waivers if needed, maps, frequently asked questions sheet, list of emergency numbers and cleanup contacts, information sheets for volunteers, t-shirts, sponsor poster etc.
	Deliver cleanup supplies including bags, gloves, water, tools, etc. Post signage which indicates where volunteers sign-in, where to put collected trash, where to put tires, where to put bulky items, where to return supplies and tools, where to go for the celebration
	Deliver and set up recycling bins for the celebration area and or the cleanup site. (Remember not to recycle dirty or contaminated materials).

### Check-in Table Volunteers

Check-in table volunteers staff the check-in table during the entire event. Volunteers can work in shifts. Provide table volunteers with a list of supplies that should be at the table, tabling instructions, and a telephone and contact numbers for contacting someone else if needed regarding problems, questions, media visits, etc.

# Volunteers	Task
	Arrange the table and make sure there are enough of the supplies.
	Greet other volunteers and thank them for their efforts. Answer volunteer questions or find someone who can provide the answer. Ensure that each volunteer signs in, knows where to go, knows where to return all borrowed supplies and tools, has access to water, and knows about other activities such as a celebration at the end.
	Send cleanup volunteers out in pairs when possible, and ensure that at least one adult accompanies every 8 youth.

### **Photographer/Videographer**

Photographs and videos will help to tell the story of the cleanup event after it is over. Send photographs to sponsors with a thank you, make a poster for the neighborhood association, send a photograph along with a story to a newsletter or newspaper, and share the results with anyone who participated.

# Volunteers	Task
	Take before photographs of the littered areas
	Photograph volunteers working, volunteers interacting with media representatives, invited dignitaries and sponsors, layout of the event, posters or banners that recognize sponsors, etc.
	Photograph the results – the cleaned area, the piles of collected trash or the full dumpsters, group photos of the volunteers, etc.
	Photograph additional activities such as recycling, educational games, celebrations, etc.

### Litter Cleanup Volunteers

Most of your volunteers will pick up small litter and place in trash bags. Assess the number of volunteers that are needed for each block or area and assign accordingly. Determine if volunteers will clean broken glass, and if so, which ones (adults only). Sharp management should be assigned to a trained person, and that person will assist volunteers in safely disposing of these objects. Ask volunteers to communicate to the organizers any notable findings such as overflowing trash containers, bulky items, hazardous waste, tires, and graffiti.

# Volunteers	Task
	Pick up trash and place in trash bags. When trash bags are full, place in designated collection areas. Return all borrowed supplies and tools to designated areas.
	Clean small litter such as cigarette butts and broken glass using a whisk broom, dustpan and bucket.
	Load pickup trucks with bagged trash that needs to go to a dumpster or collection site.
	Drive pickup trucks to collect bagged trash along the cleanup route and deliver to dumpsters, collection sites, or landfill.
	Sharp Manager will respond to volunteers who have found a needle or syringe and dispose of properly, sharp manager.

### Tool Dispersion and Collection Volunteers

The check-in table volunteers may take on this role, but it helps to have volunteers that are designated to help make sure that volunteers have appropriate tools and supplies and that the tools and supplies are collected at the end of the day for use at the next cleanup. Ask volunteers to ensure that all tools are labeled with the name and telephone number of the owner since some volunteers may bring their own tools from home.

# Volunteers	Task
	Count and record the number of each type of tool before the cleanup begins.
	Hand out bags to cleanup volunteers. Volunteers usually fill one or two large bags with trash. Children may prefer to use small grocery size bags.
	Hand out brooms, dust pans and buckets or bags to volunteers who are assigned to collect broken glass and cigarette butts.
	Hand out gloves to every volunteer.
	Ensure that volunteers know how to access water, light snacks, first aid, etc.
	Collect tools at the end of the day and walk throughout the cleanup route and site to walk throughout the cleanup route and site to find tools left in undesigantated areas.
	Count and record the number of tools at the end of the cleanup and broken tools.

## Celebration Volunteers

Volunteers enjoy socializing and receiving a “thank you” after completing their hard work. This is also an opportunity to help neighbors get to know each other. Celebrations can be small with light food and drink available or they can be large parties with music, entertainment and large cookouts. Once you know that the celebration will entail, assign volunteers to help it become a success.

# Volunteers	Task
	Oversee bathroom and cleanup facilities. Bathrooms need to have toilet paper and supplies to clean hands. Volunteers may appreciate having hand-cleaning gel near their work sites.
	Beverages – supply and oversee helping volunteers to access water and other beverages. Consider using beverage containers that are recyclable, reusable or compostable.
	Food – supply and oversee helping volunteers to access food, whether it is a light snack such as apples and granola bars or a meal such as grilled hotdogs and salads.
	Consider using plates and plasticware that is recyclable, reusable or compostable.
	Trash – oversee that there are adequate trash receptacles near where people will eat and empty the trash when necessary.
	Entertainment – welcome and direct people who provide entertainment such as a youth band, magicians, or speakers.
	Prizes – Volunteers can oversee giving out prizes.

## KEY MEDIA CONTACTS

### City of Hartford:

Hartford 311: Janice Castle, [Janice.Castle@hartford.gov](mailto:Janice.Castle@hartford.gov)

### Local Newspapers:

Hartford News: Andy Hart, [hartfordnews@aol.com](mailto:hartfordnews@aol.com)

Inquiring News CT/MA: [InqNews@aol.com](mailto:InqNews@aol.com)

The West Indian American: [info@wianews.com](mailto:info@wianews.com), by the 25th of the month

Hartford Courant: Press Releases: Alaine Griffin, Fax: 860-241-3865

### Local TV Stations:

WFSB: NEWS, Phone: 860-244-1700, Fax: 860-728-0263, Email: [newsdesk3@wfsb.com](mailto:newsdesk3@wfsb.com)

NBC: NBC Connecticut (WVIT-HD), Main 860-521-3030, News 860-313-6300,

<https://www.nbcconnecticut.com/send-feedback/>

Fox News, Channel 61: 860-527-6161, [newsteam@fox61.com](mailto:newsteam@fox61.com).

### Radio:

La Bomba: Fax Line is: 860.657.1042, Public Service announcements,

<http://bomba971.com/common/more.php?m=33&r=171>

### Social Media:

#### #CleanHartford

Facebook Groups:

View from the Parks

Hartford Dwellers

Dwelling In The North End of Hartford

SOUTH HARTFORD UNITED

West End Living

Asylum Hill Living

Frog Hollow is Home

Hartford South Green NRZ

Southwest and Behind the Rocks NRZ

Friends of Keney Park

Friends of Goodwin Park

Friends of Pope Park

Friends of Colt Park

## PLANNING WORKSHEET: ORGANIZING THE PUBLICITY

### Publicity Goals

- Recruit volunteers
- Inform residents and others about what will happen and when
- Recognize sponsors and donors
- Recognize volunteers and organizers for the cleanup success
- Promote community pride
- Promote a message

### Publicity Methods:

- Door to door flyers
- Posters
- Yard signs
- Banners
- Neighborhood newsletters
- Local church bulletins
- E-mail
- Mailed letters or postcards
- Newspaper – Press Release
- Radio - Press release, radio show, PSA (Public Service Announcement)
- Television – Press release, TV show, PSA

List all of the types of publicity your cleanup will need before and after it takes place and specify the goal, method, target audience, timeline for when the publicity will reach its audience and person(s) responsible for coordinating that piece of the publicity.

Activity	Timeline
<b>Suggested Timeline:</b>	<b>1-3 Months</b>
Publicity includes promoting the cleanup before it takes place, and sharing the results and thanking volunteers and sponsors afterwards.	1 Month
· schedule to get on radio and TV talk shows	
· provide information to neighborhood newsletter	
· Send a press release to major newspapers by email or fax	3 Weeks
· Inform neighborhood residents and businesses about the cleanup (flyers, posters, mailings, e-mails, etc.)	1 Week
· Send press releases to newspapers, radio and TV stations	
· Call to follow-up	

· Designate people to be available for the media.	Day of the Event
· After the event, collect all posters, yard signs, and banners	
· Send press releases with results, and send results to neighborhood newsletter	

**SAMPLE PRESS RELEASE FOR IMMEDIATE RELEASE**

Date

CONTACT: Name

Address

Phone

Email

**Hundreds of Youth and Community Volunteers Participate in the  
XXXXXX**

**Hartford, CT** – Committed to improving the cleanliness, beauty and safety of their community, hundreds of youth and community volunteers will clean the XXX on Saturday, April 17 from XXX Street to XXX Street. Sponsored by XXX, the XXX Neighborhood Cleanup includes XXX. This cleanup is important because...

The following activities and photo opportunities are scheduled to take place:

**XXX Neighborhood Cleanup:** Hundreds of volunteers will begin the cleanup at 8AM at the location of XXX. Youth and adult volunteers will work side by side to clean and beautify XXX location from 8AM to 1PM. Following the cleanup there will be a **gratitude celebration** for the volunteers with food, drinks and entertainment starting at 12:30PM located at XXX. Local VIPs who will attend include XXX partners and donors have helped to make the XXX Cleanup a Success. Planning partners include XXXXXX. The XXX Cleanup also thanks XXX for their donations.

# # #

## **NEWS AND PHOTO OPPORTUNITY TIPS FOR WORKING WITH THE MEDIA**

### **Press Releases**

- Use a creative title and lead sentence.
- Put the most important information at the top.
- Provide contact information (including cell phone) and be available to answer media.
- Keep the press release short, preferably one page or less.
- Include information on who, what, when, where, why and how.
- Highlight good photo opportunities and give a specific time and place.
- Learn your media's deadlines and ensure that the press release is sent on time.

### **Media Interviews**

- Practice giving your message or answering questions ahead of time.
- Talk directly to the reporter – not the camera.
- Always tell the truth and provide relevant facts. If you don't know the answer, tell the reporter you will find the information and call back. Follow through with your promise.
- Give short, concise soundbytes, and repeat your message throughout the interview.
- Keep to your message regardless of the question.
- ABC- Acknowledge the question, Bridge your answer to the question and Cite your case.
- Give general answers that focus on your message – don't get caught up in too much detail
- Avoid jargon, acronyms or technical terminology
- Avoid saying "um"
- Avoid saying anything "off the record" because ANYTHING you say may be quoted and a camera may always be recording.
- Be yourself and smile naturally

### **Develop a Relationship with the Media**

- Thank reporters for good reports or for covering your event
- Stay in contact with reporters even when you are not holding an event

### **Coordinate Planning Participants**

It is important that no one person has too much to do. Each person should feel like he/she is making a contribution without feeling overwhelmed. Example assignments include:

- Publicity
- Volunteers
- Cleanup Supplies
- Logistics (trash pickup, location, date, etc.)
- Celebration
- Follow-up

## **Volunteer Recruitment**

Now that you know how many volunteers you need for different types of tasks, it is necessary to recruit volunteers. Determine who you will ask for volunteers and work with the publicity organizers to recruit volunteers.

## **Potential Volunteer Groups**

Consider contacting the following organized groups for volunteers

AmeriCorps

Blockwatch Groups

Colleges/Universities/Sororities/Fraternities

Compass

Elks Club

Environmental Clubs

Jaycees Clubs

Lions Clubs

Local Businesses/Corporations

Neighborhood Residents

NRZ

Our Piece of the Pie

Parks and Recreation

Religious Groups

Rotary Clubs

Senior Centers

## **Recruitment Methods**

The following methods are often used in recruiting volunteers:

Door to door flyers, posters, yard signs, banners, neighborhood newsletters, local church bulletins, e-mail, mailed letters or postcards, telephone calls, newspapers, radio and television.

List the groups and volunteers you will ask, the method, and the person asking. Coordinate your plans with those who are coordinating publicity for the cleanup.

## **Volunteer Communication and Assignments**

Assign one or more volunteer coordinator to maintain a list of volunteers with their contact information. Assign the pre-registered volunteers to the various cleanup tasks and communicate with them ahead of time about their assignment. Make sure that they have information about the time and day, rain date, place, how to dress, safety tips, their task, etc. If you have limited cleanup supplies, you may ask volunteers to bring their own tools or gloves. If a group signs up several weeks in advance, make an effort to send a reminder the week of the event with the Volunteer FAQ.

# CITY OF HARTFORD

## Department of Public Works

Brenda D. Padilla  
50 Jennings Road  
Hartford, CT 06120  
Tel. # (860) 757-4951  
Fax # (860) 722-8319  
volunteer@hartford.gov



### **CITY OF HARTFORD PUBLIC WORKS VOLUNTEER APPLICATION FORM**

**Requested Volunteer Start Date/Time:** \_\_\_\_\_

**Requested Volunteer End Date/Time:** \_\_\_\_\_

**Location Choice:** \_\_\_\_\_

**Number of Volunteers:** \_\_\_\_\_

**Describe Type of Volunteer Work:** \_\_\_\_\_

**Name of Organization/Volunteer Group:** \_\_\_\_\_

**Name of Permit Holder:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Email Address of Permit Holder:** \_\_\_\_\_

**Phone (Day):** \_\_\_\_\_ **Phone (Evening):** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Signature of Permit Holder:** \_\_\_\_\_

Submit your completed application to the **Department of Public Works, Attention: Brenda D. Padilla, 40 Jennings Road, Hartford, CT, 06120** or fax to: **(860) 722-6189**. Application must be received at least thirty (30) days prior to the requested volunteer start date. One (1) application form must be submitted for each specific volunteering event.

All Volunteer Groups must furnish a Certificate of Insurance naming the City of Hartford as an additional insured on the policy, and must complete a Hold Harmless Agreement (see attached). Any questions regarding these requirements should be directed to: Brenda D. Padilla, Administrative Clerk for DPW, phone (860) 757-4958

**THE SALE, CONSUMPTION OR POSSESSION OF ALCOHOLIC BEVERAGES OR ANY TYPE OF ILLEGAL SUBSTANCES IS NOT PERMITTED ON ANY CITY PROPERTY. PLEASE BE ADVISED THAT ISSUED PERMITS WILL BE REVOKED IMMEDIATELY IF THERE IS A SUBSTANTIATED COMPLAINT REGARDING THE USE OF DRUGS OR ALCOHOL DURING THE VOLUNTEER EVENT. ALL PUBLIC WORKS SITES MUST BE LEFT IN A CLEAN AND ORDERLY MANNER WITH NO TRASH OR LITTER LEFT BEHIND.**

**CITY OF HARTFORD  
PUBLIC WORKS  
VOLUNTEER RULES AND REGULATIONS**



1. Volunteer activities in the City of Hartford are permitted between the hours of 7:00a.m. and 3:00p.m. and are limited to a minimum of four (4) hours and to a maximum of eight (8) hours in duration per day.
2. Public Works volunteer applications must be completed in their entirety for all date(s) and time(s) requested. Incomplete applications will not be processed and shall be returned to the applicant. Public Works volunteer applications cannot be processed over the phone. Changes to any information on the Public Works Volunteer Application Form must be received in writing and approved by the Department of Public Works prior to the start of any volunteer activity.
3. Within two weeks (14 days) of receipt of the completed Public Works Volunteer Application Form by the Department of Public Works, the volunteer group will be notified of the approval or denial of their request. If the application is approved, the volunteer group will be issued, in writing, a Public Works Volunteer Permit (see attached sample).
4. Public Works Volunteer Permits are issued on a first-come, first-served basis. Only the Director of Public Works and/or his or her designee has the authority to approve or reject applications for Public Works Volunteer Permits.
5. Volunteer activities will not be allowed at any City location without the proper Public Works Volunteer permit. Any volunteer group(s) found in City parks/grounds without the requisite Public Works Volunteer permit on file will be asked to vacate the premises. The volunteer group(s) will also be apprised of the proper procedure to follow in order to volunteer on City property in the future.
6. Cancellation of any Public Works Volunteer activities should be made to the Department of Public Works within three (3) days of the start date of the volunteer activity.
7. Volunteer activities are permitted in City of Hartford Parks and/or Cemeteries during the months of April through October; Monday through Saturday of each week. Volunteer activities are not permitted on Sundays at any City location.
8. In general, an employee(s) from the Department of Public Works will be on-site or in near the vicinity for the duration of the volunteer activity.
9. City parks/grounds must be left clean and orderly - all trash/litter should be placed in containers provided by the Department of Public Works.
10. Public Works Volunteer Permits will be revoked for any violations involving criminal activity, illegal parking, lewdness or trash/litter left behind by any volunteers as reported via Police reports, neighborhood resident complaints or Public Works staff.
11. Please be aware that the Department of Public Works will make every effort to accommodate all volunteer requests, but there may be instances where such requests cannot be accommodated due to scheduling conflicts, collective bargaining provisions or for other business reasons. We appreciate your understanding when these situations arise.
12. Public Works Volunteer Permit holders are responsible for ensuring that all volunteers park in the designated areas as instructed by the Department of Public Works. Permit holders are also responsible for ensuring that each volunteer has received and understands the Volunteer Rules and Regulations. Your signature here: \_\_\_\_\_ acknowledges that you accept and have distributed the Volunteer Rules and Regulations to all your volunteers.

# HOLD HARMLESS AGREEMENT

This Hold Harmless Agreement must be completed and signed by the applicant seeking to provide volunteer services to the City of Hartford on City parks or grounds, (the “Premises”).

Applicant, \_\_\_\_\_, hereby agrees to defend, indemnify  
*(print name of volunteer organization)*

and hold harmless the City of Hartford, its employees, officers and representatives, from and against all claims, damages, injuries, property damages (including loss of use), losses/demands, suits, judgments and costs, including but not limited to attorneys’ fees and costs, in any way arising out of, related to or resulting from the Applicant’s performance and use of the Premises during the course of their volunteer activity, or caused by the negligent act or omission of the Applicant, its officers, agents, employees, assignees, subcontractors, licensees, invitees or other third parties for whom the Applicant is responsible. The Applicant is expressly required to defend the City of Hartford against all such claims.

\_\_\_\_\_  
*Print Name of Permit Holder<sup>1</sup>*

\_\_\_\_\_  
*Signature of Permit Holder<sup>1</sup>*

\_\_\_\_\_  
*Date*

This Agreement must be received at least ten (10) days prior to the date the use of the Premises.

\_\_\_\_\_  
<sup>1</sup> The Permit Holder acknowledges that on behalf of the volunteer organization, he or she is duly authorized and has the authority to bind the above-mentioned volunteer organization to the terms and conditions of this Hold Harmless Agreement.

# Hartford's 2018 Great American Cleanup™

Keep America Beautiful/Hartford Cleans Up  
GROUP REGISTRATION FORM

GROUP NAME / AFFILIATION: \_\_\_\_\_ DATE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ PHONE #: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

LOCATION(S) TO BE CLEANED AND/OR BEAUTIFIED (public streets, parks, playgrounds and other public spaces within the community):

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DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

(Pick a Saturday: April 28<sup>th</sup>, May 5<sup>th</sup>, May 12<sup>th</sup> or May 19<sup>th</sup> 2018) (We recommend a.m.)

BRIEF DESCRIPTION OF ACTIVITY:

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NUMBER OF VOLUNTEERS: \_\_\_\_\_

PARTNER ORGANIZATIONS (if any):

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MATERIALS NEEDED:     TRASH BAGS             GLOVES             RAKES  
 BROOMS             SHOVELS             LITTER PICKS

Please pick up tools/supplies at Knox on the Friday before the event and return Monday after the event.

\*\*\*PLEASE RECORD # OF GARBAGE BAGS USED

COMMENTS:

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Please return form to:

Nicola Allen  
Knox, Inc.  
75 Laurel Street  
Hartford, Connecticut 06106  
Phone: 860-951-7694 ext.14  
Fax: 860-951-7244  
Email: nicolaa@knohartford.org

